



2020
EVENTS
2020

EVENT

DATES

LOCATION

AFRICA

Hostex Trade Show	May 15-17	South Africa
American Café Trade Show	June 4-6	Morocco
Agrifood Manufacturers Trade Show	July	South Africa
Egypt Outbound Trade Mission	November	Egypt

ASIA

South Korea Inbound Trade Mission to International Boston Seafood Show	March	Boston, MA & Tampa, FL
Food Hotel Tourism Bali	March 1-3	Bali, Indonesia
FoodEx Trade Show	March 6-9	Tokyo, Japan
Food and Hotel Asia Trade Show	April 17-20	Singapore
Hong Kong Inbound Wine Mission	May	Virginia, North Carolina & Texas
SIAL China Trade Show	May 8-10	Shanghai, China
Seoul Food & Hotel Trade Show	May 8-11	Seoul, South Korea
Thaifex Trade Show	May 23-25	Bangkok, Thailand
Japan Inbound Mission to Fancy Food Show	June	Washington, DC
China Outbound Trade Mission	June	Hong Kong, Shenzhen & Shanghai, China
Food Taipei	June 27-30	Taipei, Taiwan
WOFEX Trade Show	August 1-4	Philippines
Asian Seafood Exposition	September 11-13	Hong Kong
Hong Kong International Wine Fair	November	Hong Kong
World Food Kazakhstan Trade Show	November	Almaty, Kazakhstan
Annapoorna Trade Show	November	Bombay, India
Busan International Seafood and Fisheries Exposition	November	Busan, South Korea
Food and Hotel China Trade Show	November 15-17	Shanghai, China
Fine Food India	December	New Delhi, India

CARIBBEAN, CENTRAL AND SOUTH AMERICA

Bermuda Outbound Trade Mission	April	Bermuda
Mercosur Outbound Trade Mission	April 16-20	Buenos Aires, Argentina
Argentina Outbound Horticulture Trade Mission	April 23-25	Buenos Aires, Argentina
Caribbean Inbound Trade Mission	June	Miami, FL
Brazil Inbound Trade Mission	June	Washington, DC; Louisville, KY & Atlanta, GA
SIAL Brazil Trade Show	June 25-28	Buenos Aires, Argentina
Chile Outbound Trade Mission	July	Santiago, Chile
Brazil Outbound Mission	August	Brazil
Panama Outbound Retail Trade Mission	August	Panama
Caribbean Outbound Trade Mission	September	Barbados, Trinidad & Tobago
Chile Inbound Trade Mission to America's Food and Beverage Show	October/November	Miami, FL; Atlanta, GA & Louisville, KY

EUROPE

IPM Trade Show	<i>January 24-27</i>	Essen, Germany
Fruit Logistica Trade Show	<i>February 8-10</i>	Berlin, Germany
Russia Inbound Trade Mission	<i>March</i>	Chesapeake Bay; Atlanta, GA
European Union Inbound Trade Mission	<i>March</i>	North Carolina & Oklahoma
Iberian Peninsula Outbound Trade Mission	<i>March 22-23</i>	Madrid, Spain
Alimentaria Trade Show	<i>March 26-29</i>	Barcelona, Spain
Denmark Inbound Trade Mission	<i>April</i>	North Carolina & Florida
European Seafood Exposition	<i>April 24-26</i>	Brussels, Belgium
PLMA World of Private Label Trade Show	<i>May 22-23</i>	Amsterdam, Netherlands
Russia Outbound Trade Mission	<i>Spring</i>	St Petersburg, Russia
European Horticulture Inbound Trade Mission	<i>August 13-18</i>	Florida & Tennessee
Floriade Outbound Horticulture Trade Mission	<i>August/ September</i>	Netherlands
Turkey Outbound Trade Mission	<i>September</i>	Istanbul, Turkey
World Food Moscow Trade Show	<i>September 17-20</i>	Moscow, Russia
World Food Istanbul Trade Show	<i>September 20-23</i>	Istanbul, Turkey
SIAL Paris Trade Show	<i>October 21-25</i>	Paris, France

MIDDLE EAST

Gulfood Trade Show	<i>February 19-22</i>	Dubai, UAE
Qatar and Oman Outbound Trade Mission	<i>April</i>	Qatar & Oman
Food Hotel Propac Arabia	<i>May 20-23</i>	Saudi Arabia
Jordan Outbound Trade Mission	<i>June</i>	Amman, Jordan & Beirut
GCC Outbound Trade Mission	<i>June/July</i>	Dubai, UAE
SIAL Middle East Trade Show	<i>November 26-28</i>	Abu Dhabi, UAE

NORTH AMERICA

Canada Inbound Produce Trade Mission	<i>March</i>	Florida
Expo ANTAD Trade Show	<i>March 14-16</i>	Guadalajara, Mexico
SIAL Canada Trade Show	<i>May 9-12</i>	Montreal, Canada
Canada Inbound Seafood Trade Mission	<i>June</i>	Richmond, VA
Canada Inbound Trade Mission to Summer Fancy Food Show	<i>June 17-19</i>	Washington, DC
Canada Inbound Horticulture Trade Mission	<i>July</i>	Tennessee & Florida
Mexico Inbound Trade Mission	<i>Summer</i>	Atlanta, GA & Oklahoma City, OK
Canada Outbound Trade Mission	<i>September</i>	Ontario, Canada
Grocery Innovations Trade Show	<i>October</i>	Toronto, Canada
Landscape Ontario Trade Show	<i>October</i>	Toronto, Canada
Canada Inbound Seafood Trade Mission	<i>October</i>	Tampa, FL

PACIFIC RIM

Australia Inbound Trade Mission to Fancy Food Show	<i>June 17-19</i>	Washington, DC
Fine Food New Zealand	<i>June 17-19</i>	Auckland, New Zealand
Fine Food Australia	<i>September 10-13</i>	Melbourne, Australia

U.S. SHOWS

Summer Fancy Food Show	<i>June 17-19</i>	Washington, DC
Natural Products Expo East	<i>September 20-22</i>	Baltimore, MD
PLMA Trade Show	<i>November</i>	Chicago, IL



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WWW.SUSTA.ORG/EVENTS

TRADE SHOWS

Exhibit in a SUSTA pavilion or booth at a major international trade show for as little as 15 percent of the original booth cost. Our trade show packages offer furnished booth space and signage, and can include additional services such as interpreter assistance, shipping for samples, pre-arranged buyer meetings, market briefings and product assessments.

INBOUND TRADE MISSIONS

Meet foreign buyers without leaving the U.S. during inbound trade missions. These events, held at major trade shows or in cities in the southern region, provide opportunities for you to display products and participate in pre-arranged meetings with buyers close to home.

OUTBOUND TRADE MISSIONS

Travel overseas to meet buyers and learn more about your export potential during an outbound trade mission. In addition to displaying products and meeting one-on-one with key contacts, you can become familiar with the market through retail and food service tours, product assessments and market briefings.

IN-STORE PROMOTIONS

Contribute products for promotions in major supermarkets, department stores and other foreign retail outlets. Develop relationships with importers while gaining exposure among consumers in the market.

MARKET ACCESS PROGRAM BRANDED

The MAP Branded program offers up to 50% reimbursement for international promotions, including advertising, printed sales materials, and travel to exhibit at international trade shows. If you don't see an international show on this calendar but still want to make it part of your 2011 marketing plan, contact our team to learn whether you can use Branded funds to exhibit! Visit www.susta.org/services/map.html for more information.